DIGITAL JERSEY

# SPONSORSHIP OPPORTUNITIES

## 26/27



Support Digital Jersey initiatives that grow skills, back local ideas and strengthen Jersey's digital economy.

SPONSORING DIGITAL JERSEY INITIATIVES

# Partner with purpose.

## Align your brand

Align your brand with Digital Jersey's objectives to accelerate Jersey's future

## Make a real impact

Sponsor a project that is genuinely meaningful and will make an impact on Jersey's community and economy

## Tailored to you

We are happy to tailor sponsorship packages to suit your objectives and requirements



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# CASE STUDIES

Proof that sponsorship can deliver visibility, engagement and local impact.

CASE STUDY

# STEM RACING

Sponsoring the STEM racing programme, in partnership with Digital Jersey, offers immense value by directly supporting STEM education on the island. This collaboration not only enhances brand visibility but also demonstrates a commitment to nurturing future innovators.



**11,022** LinkedIn

**5,672** X

**2,672** Instagram

**3,539** Facebook

**91,192** Website users

**4,311** e-news subscribers

**23,998** news page views

## JERSEY MEDIA ENGAGEMENT

- Jersey Evening Post
- Bailiwick Express
- BBC Radio Jersey
- Jersey ITV News
- Channel Eye

## BENEFITS OF SPONSORSHIP

**Positive PR**
including Channel Eye, Bailiwick express, JEP and DJ News etc.

**Regional Event**
Coverage of Regional event in Jersey!

**Video Promotion**
Of 2025/26 season for promoting event to schools

**Wide Engagement**
Branding and exposure across all secondary and primary schools on island

## NURTURING A PIPELINE OF TALENT

- Early engagement with future professionals
- Building long-term relationships
- Targeted recruitment opportunities

CASE STUDY

# STEM RACING

## Brand Awareness

STEM racing secured significant media attention at Jersey regionals, UK nationals, and on the global stage at the world finals. The sponsorship provided brand exposure to a relevant audience of future talent and their families. The sponsor's logo and branding featured as title sponsor across all branding material and event promotion.

## Showcased Your Expertise

The sponsorship was integrated directly into different parts of the programme, showcasing the sponsor's diverse roles across STEM, business and marketing.

## Engaged Directly With Students

The sponsorship provided direct opportunities for employees to act as mentors, judges and workshop leaders, giving students a clear view of the career paths available within the sponsor's organisation.

## Aligned With STEM Racing Values

The sponsorship secured strong alignment with innovation and technology, positioning the sponsor as a forward-thinking and attractive employer.



CASE STUDY

# Youth Hackathon

A two-day student challenge, delivered with Prosperity 24/7, bringing young people together to design,build and pitch AI-powered solutions to real Jersey challenges.



## What the sponsor secured

| | |
|---|---|
| **Brand visibility** | Sponsor branding across campaign creative, event promotion and live social content. |
| **Youth engagement** | Direct alignment with 43 students building practical confidence with AI and problem-solving. |
| **Community impact** | A clear role in supporting Jersey's next generation of digital innovators. |
| **Social proof** | The launch-day post thanked Prosperity 24/7 and generated visible engagement. |




**43**
Students attended

**2 days**
22-23 July

**30+**
Social reactions

**5**
Reposts

Launch-day LinkedIn post thanked Prosperity 24/7 and showed 4 comments and 5 reposts.

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# UPCOMING OPPORTUNITIES

Proof that sponsorship can deliver visibility, engagement and local impact.

# Member Christmas Social

Position your brand at the absolute centre of Jersey's digital economy by sponsoring the Digital Jersey Members' Christmas Party, the island's premier networking event bringing together 60-100 tech founders, innovators, and key corporate decision-makers under one roof.



Sponsorship opportunity

**£2,000**

| | |
|---|---|
| **Date** | 3rd December 2026 |
| **Location** | Digital Jersey Hub |
| **Audience** | 60 - 100 Digital Jersey small business and enterprise members |

| Sponsor Pack | Opportunities |
|---|---|
| **Headline Sponsor** | • Naming rights for pre/post event comns<br>• Logo placement across social and media channels<br>• Opportunity to distribute branded gifts including CTA<br>• Speaking opportunity |
| **Total Cost** | £2,000 |

**Brand Awareness**

Raise awareness of your brand and product to our audience of 60-100 business members

**Brand Alignment**

Position your company as an innovative and tech in the heart of Jersey's tech community

**Brand Visibility**

Logo placement on all marketing materials, social media ads/posts and swag



# AI Hackathon October 2027

Align your brand with forward-thinking innovation and real-world economic impact by sponsoring the Digital Jersey AI Hackathon. This high-energy event brings together the island's top developers, data analysts, and problem-solvers to prototype AI-driven tools specifically designed to strengthen Jersey's supply chain resilience and lower the local cost of living




| | |
|---|---|
| **Date** | October 2027 |
| **Location** | Digital Jersey Hub |
| **Audience** | 50 - 100 Digital Jersey small business and enterprise members |

Sponsorship opportunity

**£5,000**

| Sponsor Pack | Opportunities |
|---|---|
| **Headline Sponsor** | • Naming rights for pre/post event comns<br>• Logo placement across social and media channels<br>• Opportunity to distribute branded gifts including CTA<br>• Speaking opportunity |
| **Total Cost** | £5,000 |

**Talent scouting**

Raise awareness of your EVP to the Year 9+ student talent pool, the great minds of the future

**Brand Alignment**

Position your company as a leader in future-proofing island tech skills

**Brand Visibility**

Logo placement on all marketing materials, social media ads/posts and swag



# The Great AI Debate

Sponsor Jersey's defining AI conversation.
The Great AI Debate will unite the Island's most influential voices, including confirmed keynote speakers Laura Gilbert, leading AI implementation expert at the Tony Blair Institute, and international AI entrepreneur Stephan Thoma, to explore the opportunities and challenges AI presents for Jersey's economy and workforce.

| | |
|---|---|
| **Date** | Thursday 4 February 2027 |
| **Location** | Royal Jersey Showground |
| **Audience** | 250+ senior leaders, policymakers, regulators, Digital Jersey members, educators and technology professionals |




Sponsorship opportunity

**SOLD OUT FOR 2027**

| Sponsor Pack | Opportunities |
|---|---|
| **Headline Sponsor** | • Naming rights across pre/post-event communications<br>• Logo visibility across event marketing, venue branding and screens<br>• Association with Jersey's leading AI debate platform<br>• Presence across live polling and interactive debate elements<br>• VIP networking and hospitality access<br>• Reserved tables for clients and senior stakeholders<br>• Speaking opportunity or sponsor welcome address |
| **Total Cost** | Sold out for 2027 |

**Thought Leadership**

Position your organisation at the heart of Jersey's AI conversation and demonstrate leadership on a key issue facing business and society.

**Senior Decision-Maker Access**

Connect with business leaders, government representatives, regulators and industry influencers from across Jersey's economy.

**Brand Visibility**

Benefit from extensive brand exposure across event marketing, venue production, audience engagement technology and post-event content.



# Fireside Chats at Digital Jersey

Position your brand alongside practical founder insight and peer-to-peer learning. Digital Jersey Fireside Chats are held every quarter and create an intimate forum for entrepreneurs, operators and the wider tech community to hear real stories, ask questions and build meaningful connections.

| Audience | Format | Follow-up |
|---|---|---|
| Members | Conversation | PR + socials |
| Quarterly | Founder insight | Networking |



Example format: Entrepreneur Fireside Chat with Max Corbridge

## Sponsorship opportunity - TBC

| Sponsor Pack | Opportunities | Pricing |
|---|---|---|
| Fireside Chat Sponsor | Branding on event promotion, opening thanks, host acknowledgement, follow-up social or PR and networking presence. | TBC |
| Total cost | | TBC |

### Our value proposition

**Thought leadership**
Align your brand with credible founder insight and practical business lessons

**Community connection**
Meet entrepreneurs, innovators and members in a relaxed, high-value setting.

**Brand visbility**
Logo placement across marketing, Eventbrite promotion, social posts and follow-up content.

# Pizza and Pitches Night

Support Jersey's start-up community with an informal pitch night at the Digital Jersey Hub. The sponsorship covers a £1,000 audience-voted prize for the best start-up pitch, with refreshments provided, networking opportunities, brand awareness and follow-up PR.

| Audience | Format | Follow-up |
|---|---|---|
| Members | Pitch night | PR + socials |
| Hub event | Audience vote | £1k prize |



## Sponsorship opportunity - £1,000

| Sponsor Pack | Opportunities | Pricing |
|---|---|---|
| Prize Sponsor | £1,000 prizegiving sponsor, brand presence at the Hub, sponsor acknowledgement, networking and follow-up PR/social coverage. | £1,000 |
| Total cost | | £1,000 |

**Start-up visibility**
Put your brand in front of ambitious founders and early-stage businesses.

**Community impact**
Directly reward the best start-up pitch as voted for by the audience.

**Brand awareness**
Presence across event promotion, in-room branding and follow-up storytelling.

**Our value proposition**

# Junior AI Workshop + Industry Mixer

Support young people as they build confidence with practical AI skills and take their first step into the local digital workforce. The workshop introduces AI in response to the current entry-level jobs market challenge, then feeds directly into the Industry Mixer as a first real networking opportunity with professionals.

| Audience | Format | Follow-up |
|---|---|---|
| Young people | AI workshop | PR + socials |
| Live build | Speakers | Mixer |



## Sponsorship opportunity - £1,000

| Sponsor Pack | Opportunities | Pricing |
|---|---|---|
| Workshop Sponsor | Support workshop delivery, mixer visibility, sponsor acknowledgement, brand presence and post-event follow-up content. | £1,000 |
| Total cost | | £1,000 |

**Future talent**
Help young people prepare for a changing jobs market and practical AI-enabled roles.

**Skills pathway**
Workshop exposure leads directly into the mixer and professional networking.

**Brand alignment**
Position your organisation as a supporter of future skills, inclusion and local talent.

**Our value proposition**

# What our members say about Digital Jersey events

Real feedback from Digital Jersey events and member experiences.

> Energetic atmosphere. The DJ team worked relentlessly to make the event such a massive success. Well done!
>
> **Stephen Paris-Hunter**

> So brilliant and very well organised, everything was just magical. Great people and atmosphere.
>
> **Olivia Carolan**

> This year's event was fantastic! From the food, the entertainment to the DJ and the comedian, everything was amazing. I didn't leave until the very end and honestly could have spent a few more hours there!
>
> **Diyaana Lombaardt**

> This was my first event, and I wasn't quite sure what to expect, but it turned out to be an amazing night! Angela was such a brilliant and funny host, which really made the evening special.
>
> **Sophia de la Haye**

**Sponsorship helps create events members remember and recommend**

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# Sponsor one of our initiatives and fulfil your marketing and business objectives in an innovative and exciting way.

Thank you for your time and consideration. We look forward to working with you.